

Editorial

SKATING IN THE RIGHT DIRECTION



Dr. John P. O'Keefe

I believe that Wayne Gretzky is the one who said "you have to skate to where the puck is going to be," referring to the anticipation required of a great sportsman. The *Journal* has to anticipate the future of biomedical publishing as it operates in a changing environment. In this light, we are introducing a few innovations with this issue that give an insight into the *Journal* of the future.

I believe I know "where the puck is going." In less than ten years time, I think that a high-speed Internet connection will be open in every dental office, all day long. We will use that information source to answer clinical questions, to brush up on clinical techniques and to educate patients. I would like to think that the *JCDA* will be "on the ice" when that time comes.

While many readers may not yet be regular Internet users, I believe we have to build a capacity in electronic publishing so that we will be able to create a

more dynamic and responsive information service for the Canadian dental profession.

Dr. Scott MacLean of Halifax begins a new column called "The Internet for Dentists" in this edition. This column is designed to help you use the Internet as a source of professional and business information. Dr. MacLean has run an e-mail discussion group for dentists in the Atlantic provinces for a number of years. He is enthusiastic about sharing his insights into the power of the Internet as an information source for dentists.

I have often said in these pages that I want to bring readers as far along the line of inquiry as they wish to go. With this edition we bring this desire a step closer to reality. The full text of the article by Dr. Robert Hawkins and his colleagues appears only in the electronic version of the *JCDA* (<http://www.cda-adc.ca/jcda/vol-65/issue-11/617.htm>). A one-page summary is all that appears in this paper version.

In settling on the formula for paper abridged/complete electronic (PACE) text, I kept in touch with the people who run Medline, because I wanted to ensure that the electronically published article would be considered a valid publication — something very important from the author's perspective. I can assure authors that this is a valid publication, that the citation in Medline is to the electronic version of the article, and that there is a hotlink from the Internet versions of Medline to the full-text article in *eJCDA*.

I see us publishing most of our research articles in this format in future. The busy practitioner can read the one-page summary if, for example, a patient turns up ten minutes late for an appointment. If the article is of further interest, the practitioner can consult the electronic version later, when more time is available. The article is stored in a place where it is retrievable at the click of a mouse.

The author benefits also. A clinical research article or a systematic review article can be published with much less delay and can come to the attention of

researchers worldwide. The technique of push strategy marketing can be useful here.

We will be publishing an article next month whose full-text electronic version will be augmented with two short videos demonstrating particular techniques. To ensure that you have the proper software to view videos, please visit the "Multimedia Centre" of the *eJCDA* (www.cda-adc.ca/jcda) to watch a short video graciously loaned to us by Dr. William Hettenhausen of the Your Teeth For A Lifetime Foundation in Thunder Bay, Ontario.

You can download RealPlayer at no cost from the *eJCDA* site. You will enjoy the clip much more if you have a high-speed Internet connection. If you are having any problems viewing videos on our *eJCDA*, please contact me and I will arrange to have your queries answered in a future column in the *Journal*.

The Internet can help us disseminate information in more ways than one. The e-mail broadcast that Dr. Sandra Bennett refers to in her letter (p. 602) is a message relating to dental unit waterlines that I sent out to members in October, in advance of a CBS television program on the subject. This alert message, informing recipients when the program would air, contained six abstracts of articles chosen by Dr. Ed Putnins and directed recipients to further information at CDA's Resource Centre and Web site.

I believe this rapid means of disseminating vital information can help you to answer the queries patients will ask on reading of dental matters in the newspapers or seeing such programs on television. One recipient of the e-mail alert responded enthusiastically with the comment "the *Journal* as I want it, when I need it."

On that positive note, I wish all our readers, authors, reviewers and financial supporters a happy, healthy holiday season.

John O'Keefe
1-800-267-6354, ext. 2297
jokeefe@cda-adc.ca